



Press Release

September 1, 2021

Computer Entertainment Supplier's Association

TOKYO GAME SHOW 2021 ONLINE
Amazon Special Site pre-opens today,
where users can enjoy TGS contents and official
goods just like last year.
Amazon Alexa will provide TGS contents in Japan.

Computer Entertainment Supplier's Association (CESA; Chairman: Hideki Hayakawa) will open TGS Amazon special site, which was very popular last year, as a special place to enjoy TOKYO GAME SHOW 2021 ONLINE (TGS2021 ONLINE) in live commerce formats. Just like last year, a special site page will be set up on Amazon.co.jp for four days from September 30 (Thu) to October 3 (Sun), to livestream official TGS programs, official exhibitor programs, announcements of Japan Game Awards winners and indie game developer projects. In addition, there will be a special exhibitors' page on Amazon, where users can purchase a variety of TGS-related merchandise, including products from the exhibitors. This year, there will be new initiatives such as official TGS goods and collaborated items between PUMA x TGS, available exclusively on Amazon, the TOKYO GAME MUSIC FES and TGSVR2021.

Users will not only be able to live view most of the contents provided by TGS2021 ONLINE on Amazon special site, but exclusive contents for the special site too, so be sure to check them out.

■ Check out contents you are interested in before the opening, on our pre-opening venue on Amazon Special Site

This year, we will pre-open <https://www.amazon.co.jp/tgs> today on September 1 (Wed), prior to the opening of TGS. TGS official goods will be available exclusively on Amazon from today. Information on collaborated items and the TOKYO GAME MUSIC FES will also be published. Be sure to enjoy them prior to the opening.

【TGS2021 ONLINE Amazon Special Site Pre-Opening Contents】

Amazon Special Site URL: <https://www.amazon.co.jp/tgs>

- TGS2021 ONLINE Overview
- TGS Fashion (Introducing official TGS goods and collaborated items between Puma x TGS)
- TOKYO GAME MUSIC FES Overview & Ticket Sales
- Information on TGSVR2021 and the TGS official website

【Total of 15 Exhibitors on TGS2021 ONLINE Amazon Special Site】

*In order of Exhibitor Status (random order within each status)

SEGA/ATLUS	Microsoft Japan Co., Ltd	Japan esports Union
Amazon Prime Gaming	BANDAI NAMCO Entertainment Inc.	

EPOS	MICRO-STAR INTERNATIONAL	Happinet	
Okamura Corporation	SQUARE ENIX	LG Electronics Japan	
BenQ Japan	AKRacing	Audio-Technica Corporation	HyperX

■Alexa will provide contents for TGS in Japan for limited time. Alexa might be able to tell you about the highlights of TGS and some noteworthy games!?

Alexa, the cloud-based voice assistant will offer special contents for TGS in Japan. Starting today on September 1 (Wed) until the end of TGS on October 3 (Sun), Alexa will tell you about the TGS streaming schedule and highlights. Alexa might even tell you about some noteworthy games! Be sure to ask Alexa on information about the TOKYO GAME SHOW or how you can watch it or when it is held.

【Period】 September 1 (Wed) to October 3 (Sun), 2021

【Target Devices】 Amazon Echo series, Fire TV series, Fire tablet

* Alexa is a cloud-based voice assistant provided by Amazon. Alexa constantly evolves and gets smarter, so you can just talk to Alexa for music playbacks, setting alarms/timers, informing your schedule and providing news and sports. You can also operate Alexa-compatible home appliances such as TVs, air conditioners and lighting.

■ 「TOKYO GAME SHOW 2021 ONLINE」 Overview

Title: TOKYO GAME SHOW 2021 ONLINE

Website: <https://tgs.cesa.or.jp/>

Sponsor: Computer Entertainment Supplier's Association (CESA)

Co-Sponsors: Nikkei Business Publications, Inc. and DENTSU, INC.

Support: Ministry of Economy, Trade and Industry (scheduled)

Period: September 30 (Thu) ~October 3 (Sun)

*Online business negotiations will commence September 29 (Wed).

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